

ORDER



Orders
Order / Rev: 69364
Alt Order #: /Brad
Product Desc:
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	87	\$8,210.00	\$6,978.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	87	\$8,210.00	\$6,978.50	0.00
Totals	87	\$8,210.00	\$6,978.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WLYH CW15	5%	\$8,210.00
Market	100%	\$164,200.00

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$155,990.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- TF- -	:30	4	\$35.00	P-2	0.00	NM	4	\$140.00
E 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00

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Advertiser: Obama/D/President
 Product Desc:
 Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																																																																														
				M-F 1p-2p M-F 1p-2p																																																																																																																									
E 7	WLYH	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M--TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00																																																																																																														
E 8	WLYH	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M--TF--	:30	4	\$80.00	P-2	0.00	NM	4	\$320.00																																																																																																														
E 9	WLYH	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00																																																																																																														
E 10	WLYH	11/01/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	M--TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00																																																																																																														
E 11	WLYH	11/01/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p	M--TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00																																																																																																														
E 12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato Sa 7p-8p	CM	7p-8p	-----S-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00																																																																																																														
E 13	WLYH	11/01/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00																																																																																																														
E 14	WLYH	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--TF--	:30	8	\$200.00	P-2	0.00	NM	10	\$1,750.00																																																																																																														
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>3</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]</td><td>730p-8p</td><td>M--ThF----</td><td>:30</td><td>(\$200.00)</td><td>0.00</td><td>NM</td></tr><tr><td>4</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]</td><td>730p-8p</td><td>M--ThF----</td><td>:30</td><td>(\$200.00)</td><td>0.00</td><td>NM</td></tr><tr><td>6</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]</td><td>730p-8p</td><td>M--ThF----</td><td>:30</td><td>(\$200.00)</td><td>0.00</td><td>NM</td></tr><tr><td>7</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]</td><td>730p-8p</td><td>M--ThF----</td><td>:30</td><td>(\$200.00)</td><td>0.00</td><td>NM</td></tr><tr><td>9</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]</td><td>730p-8p</td><td>M--ThF----</td><td>:30</td><td>\$200.00</td><td>0.00</td><td>NM</td></tr><tr><td>10</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 730p-8p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]</td><td>730p-8p</td><td>M--ThF----</td><td>:30</td><td>\$200.00</td><td>0.00</td><td>NM</td></tr><tr><td>11</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>M-F 7-730p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]</td><td>7p-730p</td><td>M--ThF----</td><td>:30</td><td>\$275.00</td><td>0.00</td><td>NM</td></tr><tr><td>12</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>Sat Reg 2 Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]</td><td>9p-10p</td><td>-----Sa--</td><td>:30</td><td>\$175.00</td><td>0.00</td><td>NM</td></tr><tr><td>13</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>Su 1130p-12a Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]</td><td>1130p-12a</td><td>-----Su</td><td>:30</td><td>\$50.00</td><td>0.00</td><td>NM</td></tr><tr><td>14</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>Su 1130p-12a Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]</td><td>1130p-12a</td><td>-----Su</td><td>:30</td><td>\$50.00</td><td>0.00</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	3	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM	4	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM	6	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM	7	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM	9	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	730p-8p	M--ThF----	:30	\$200.00	0.00	NM	10	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	730p-8p	M--ThF----	:30	\$200.00	0.00	NM	11	WLYH	11/01/12-11/05/12	M-F 7-730p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	7p-730p	M--ThF----	:30	\$275.00	0.00	NM	12	WLYH	11/01/12-11/05/12	Sat Reg 2 Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	9p-10p	-----Sa--	:30	\$175.00	0.00	NM	13	WLYH	11/01/12-11/05/12	Su 1130p-12a Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	1130p-12a	-----Su	:30	\$50.00	0.00	NM	14	WLYH	11/01/12-11/05/12	Su 1130p-12a Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	1130p-12a	-----Su	:30	\$50.00	0.00	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																																																																																																				
3	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM																																																																																																																				
4	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM																																																																																																																				
6	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM																																																																																																																				
7	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]	730p-8p	M--ThF----	:30	(\$200.00)	0.00	NM																																																																																																																				
9	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	730p-8p	M--ThF----	:30	\$200.00	0.00	NM																																																																																																																				
10	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	730p-8p	M--ThF----	:30	\$200.00	0.00	NM																																																																																																																				
11	WLYH	11/01/12-11/05/12	M-F 7-730p Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	7p-730p	M--ThF----	:30	\$275.00	0.00	NM																																																																																																																				
12	WLYH	11/01/12-11/05/12	Sat Reg 2 Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	9p-10p	-----Sa--	:30	\$175.00	0.00	NM																																																																																																																				
13	WLYH	11/01/12-11/05/12	Su 1130p-12a Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	1130p-12a	-----Su	:30	\$50.00	0.00	NM																																																																																																																				
14	WLYH	11/01/12-11/05/12	Su 1130p-12a Ⓜ MG for 14.4, 14.7, 24.3, 14.3, 14.6 [MG within Flight]	1130p-12a	-----Su	:30	\$50.00	0.00	NM																																																																																																																				
E 15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M--TF--	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00																																																																																																														
E 16	WLYH	11/01/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M--TF--	:30	4	\$65.00	P-2	0.00	NM	4	\$260.00																																																																																																														
E 17	WLYH	11/01/12	11/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	M--TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00																																																																																																														
E 18	WLYH	11/01/12	11/05/12	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	M--TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00																																																																																																														
E 19	WLYH	11/01/12	11/05/12		CM	1030p-1130p		:30	1	\$50.00	P-2	0.00	NM	1	\$50.00																																																																																																														

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Advertiser: Obama/D/President
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Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 1030p-1130p			-----S-								
				Sa 1030p-1130p											
E 20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
				Sa 1130p-1230a											
E 24	WLYH	11/01/12	11/05/12	Sat Reg 1	CM	8p-9p	-----S-	:30	2	\$150.00	P-2	0.00	NM	1	\$150.00
				Sat 8p-9p											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WLYH	11/01/12-11/05/12	Sat Reg 1		8p-9p	-----Sa--	:30		(\$150.00)		0.00	NM		
				See MG 14.9, 14.10, 14.11, 14.12, 14.13, 14.14 [Preempted by NSM]											
E 26	WLYH	11/01/12	11/05/12	Sun Reg 2	CM	8p-9p	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				Sun 8p-9p											
E 27	WLYH	11/01/12	11/05/12	Sun Reg 3	CM	9p-10p	-----S	:30	1	\$135.00	P-2	0.00	NM	1	\$135.00
				Sun 9p-10p											
E 28	WLYH	11/01/12	11/05/12	Big East Football	CM	Various	-----S-	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
				Big East Football											
N 29	WLYH	11/01/12	11/05/12	Su 6-7p	CM	6p-7p	-----S	:30	1	\$55.00	P-2	0.00	NM	1	\$55.00
				Su 6p-7p											
N 30	WLYH	11/01/12	11/05/12	Sun Reg 1	CM	7p-8p	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
				Sun 7p-8p											
N 31	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News	CM	10p-1030p	-----11	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
				CBS 21 News on CW 15											
N 33	WLYH	11/01/12	11/05/12	Mon Reg 1	CM	8p-9p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Mon 8p-9p											
N 34	WLYH	11/01/12	11/05/12	Fri Reg 1	CM	8p-9p	----F--	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
				Fri 8p-9p											
													Totals	87	\$8,210.00